DOCUMENT RESUME

ED 285 592 IR 052 086

TITLE	Alabama Public Library Service, The State Library Agency. 1986 Annual Report.
INSTITUTION	Alabama Public Library Service, Montgomery.
PUB DATE	86
NOTE	17p.
PUB TYPE	Reports - Descriptive (141)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Blindness; Children; *Federal Aid; Library Automation; Library Cooperation; *Library Planning; *Library Services; Physical Disabilities; *Public Libraries; Public Relations; *State Aid; State Libraries
IDENTIFIERS	*Alabama Public Library Service; *Library Development; Library Services and Construction Act

ABSTRACT

Designed to provide an overview of the range and quality of services provided by the Alabama Public Library Service (APLS), this annual report focuses on the 1986 activities of APLS; the state's public library directory and statistical report will be published separately. A discussion of the activities of the Library Development Division includes Children's Services and the 1986 Summer Reading Program; the 1986-1990 long-range plan; grants, including state aid, monies received from the State Educational Bond Issue, and Library Services and Construction Act (LSCA) Titles I, II, and III funds; scholarships awarded; and networking activities. Overviews also highlight the activities of the Operations Department; the Regional Library for the Blind and Physically Handicapped, including the regional collection, reader services, reader recruitment, the reader population, reader usage of library materials, the volunteer program, and working relationships with other organizations; the Data Processing Department; and the Public Relations Department. A listing of APLS staff members is also provided. (KM)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED285592

Alabama Public Library Service

The State Library Agency

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☒ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

1986 Annual Report

IR052086

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Hilda H. Dent

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

Alabama Public Library Service

The State Library Agency

Annual Report
FY 1986

From The Executive Board 1

Director's Message 3

Library Development 5

Operations 11

Regional Library For The Blind And Physically Handicapped 12

Data Processing 13

Public Relations 14

Staff 17

The Alabama Public Library Service is located at 6030 Monticello Drive, Montgomery, Alabama 36130. Telephone (in Alabama) 1-800-392-5671 or (205) 277-7330. This publication was paid for in part with Library Services and Construction Act funds.

From The Executive Board

Mildred Phillips

Organized under the Code of Alabama (1975) 41-8-2, the Executive Board of the Alabama Public Library Service consists of five members appointed by the Governor. It is the duty of the Executive Board to conduct the affairs of the Public Library Service, to administer funds received and to be responsible for the program of the Public Library Service.

As with any worthwhile endeavor, serving on the Executive Board of the Alabama Public Library Service is both a privilege and a responsibility. Love of libraries and a deep respect for the library profession are absolute requirements. Only a commitment to improving the library service to all of Alabama's citizens will produce board members who are fair-minded, uncompromising in principle and generous with their time and effort. Knowledge of governmental affairs, budgeting, technology, librarianship and management are requirements that increasingly demand a high degree of professionalism on the part of members of an effective board.

In recent months, the Board has attempted to establish a means for more open communication with the library community. It is essential that board members hear from and respond to all types of library constituencies — small, large, special, regional, academic and school: the same taxpayers serve each of them and deserve the highest form of efficiency and accountability that all of us can manage. If, in our particular area, we can prove that government can be well-managed, responsive and productive, we will have served well the people of Alabama.

Director's Message

Blane K. Dessy

I am proud to present to you the 1986 Annual Report of the Alabama Public Library Service. The following pages will provide an overview of the range and quality of services provided by the state library agency.

Even though I became Director of this agency during the last month of the fiscal year, I can say with confidence that 1986 was a year of accomplishments. For those achievements, I want to thank the Executive Board, the agency staff, and the librarians and trustees who worked so diligently for the improvement of libraries.

This year's Annual Report has a different purpose and format. In the past, the Annual Report has included the state's public library directory and statistical report. The Annual Report and the Public Library Directory now will be printed as separate yearly documents. The Annual Report will be a review of APLS' past year only and will be given a broader distribution. The public library directory and statistical report will be a separate publication and which will be expanded to include more information which will be of greater value to librarians and trustees.

In the pages that follow, you will read of the activities and accomplishments of our agency's departments: Data Processing, Library Development, Library Operations, Public Relations, and the Regional Library for the Blind and Physically Handicapped.

Library Development

The Library Development Division of the Alabama Public Library Service worked with the more than 200 local public libraries and the regional libraries to coordinate library services throughout the state. The APLS staff assisted with continuing education projets, coordinated children's services, networking, and provided technical expertise to public library boards, librarians, and elected officials of county and municipal governments.

In addition, the Library Development department administers state aid and federal programs and is charged with writing and implementing the APLS Long Range Plan.

Long Range Plan

In cooperation with the Library Services and Construction Act (LSCA) Advisory Council and the University of Alabama Graduate School of Library Service, the 1986-1990 Long Range Plan was written. Updating the 1980-1985 plan, work on the new document began in the Fall of 1985 after the LSCA Advisory Council approved the process as proposed by the APLS staff. The plan, under the direction of the ten-member Long Range Planning Committee, attempted to incorporate a broad spectrum of public and professional input.

Five subcommittees were charged to review LSCA priority areas. *The Access Subcommittee* examined needs in relation to areas without service, areas with inadequate service, literacy and service to aging. The needs of disadvantaged persons, the physically handicapped, and the institutionalized were assigned to the *Special Services Subcommittee.* Each of the remaining subccommittees was given a single study area:*Strengthening the State Agency; Resource Sharing; or Networking.*

The subcommittees participated in day-long hearings held in Montgomery and Birmingham, with each subcommittee submitting reports to the Long Range Planning Committee for review. During this period, the University of Alabama Graduate School of Library Service conducted the surveys upon which the report *Alabama Public Libraries As Seen By Patrons, Administrators and Trustees* is based. The report was not intended to provide definitive priority guidelines, but to provide a baseline from which changing perceptions can be measured.

Children's Services

The statewide Book Review Committee met twice in 1986 to examine and evaluate new literature for children and young adults. Examining books firsthand gave librarians the opportunity to evaluate materials in relation to their individual collections and to write reviews reflecting their opinions about specific titles.

This year, 918 titles valued at $7,140 were received from various publishers for the review meetings.

A program on ideas for summer activities was presented in conjunction with the spring Book Review meeting. Librarians gave a positive response to the combined meeting.

To encourage librarians to become more involved in the summer reading program, a statewide committee was established to work on a program manual. Also, a survey was sent to all librarians seeking ideas for activities to be included in the manual.

A workshop on basic storytelling techniques was developed after a regional library requested the service. Libraries were visited and children's services discussed with the staff for input on developing the workshop.

1986 Summer Reading Program

The 1986 Summer Reading Program, 'Dinosaurs Dig It' was very successful. Libraries reported higher circulation figures during their summer reading program. Some librarians felt they had a much higher turnout among boys specifically because of the dinosaur theme.

Many libraries are sponsoring contract-based summer reading programs instead of requiring a specific number of titles to be read. This allows the slower reader to participate.

More than 33,000 children registered for the Summer Reading Program. Approximately 63 percent of libraries held story hour programs with 28,380 children attending the events. More than 40 percent of libraries held picture book programs with 21,515 in attendance, and 66 percent of libraries sponsored film programs with 44,307 children attending.

Library Development

Grants to Libraries

Including State Aid, the Alabama Educational Bond Issue and LSCA Titles I, II, and III, $7,561,012.31 was awarded directly to public libraries during FY 1986.

Due to proration of the Alabama Special Education Trust Fund, State Aid awards had to be reduced from the projected $ .93 per capita to $ .89 per capita. Although Alabama libraries were financially distressed due to the proration coming in the fourth quarter, all libraries were cooperative and demonstrated their ingenuity in closing out the year.

State Aid

Library	Amount	Library	Amount
Akron Public Library	539.67	Houston-Love Memorial	66,683.68
Autauga-Prattville	28,823.41	Huntsville-Madison County	175,989.11
Baldwin County Public	70,189.78	Macon County-Tuskegee Public	23,971.70
Birmingham-Jefferson	599,827.99	Marengo Library System	22,379.49
Blount County Library Development	32,576.11	Marshall County Cooperative	58,633.25
Brent-Centreville	14,048.49	Mildred B. Harrison Regional	59,237.26
Carl Elliott Regional	80,962.71	Mobile Public	326,109.63
Cheaha Regional	231,166.32	Monroe County	20,238.67
Chilton-Clanton Public	27,351.81	Montgomery City-County	176,053.45
Choctaw County	15,045.64	Moundville Public	1170.48
Choctawhatchee Regional	113,050.09	Muscle Shoals Regional	120,680.58
Clarke County Cooperative	24,751.73	Northwest Regional	66,873.11
Cross Trails Regional	115,824.40	Perry County Library Development	13,413.21
Cullman County	55,077.12	Phenix City-Russell County	42,312.58
Dekalb County	47,943.42	Pickens County	19,193.27
Escambia County Cooperative	34,346.14	Public Library of Selma-Dallas Co.	48,232.02
Fayette County Memorial	16,805.83	St. Clair County	36,816.67
Ft. Deposit-Lowndes County	0.00	Scottsboro Public	45,932.15
Gadsden-Etowah County	92,081.43	Sumter County	15,107.30
Greene County-Eutaw	2183.71	Tuscaloosa Public	122,892.88
Greenville Public	6975.55	Washington County	15,029.56
H. Grady Bradshaw-Chambers Co.	35,017.16	Wheeler Basin Regional	148,683.75
Hale County-Greensboro	2902.09	Wilcox County	13,183.59
Horseshoe Bend Regional	151,650.17	**Total**	**$3,396,455.98**

Library Development

State Educational Bond Issue

APLS received 44 requests totaling $4,362,931 for the $2,941,867 available from the State Educational Bond Issue. The inclusion of public libraries in the bond issue set a precedent as it was the first time public libraries had been included in a statewide educational bond issue and represented a statement by the Alabama Legislature of their concern for the future of Alabama's public libraries.

The 35 public libraries receiving the bond monies were:

Library	Awards
Alexander City Public	43,425
Andalusia Public	115,800
Arab Public	88,992
B. B. Comer Memorial	4,863
Boaz Public	11,580
Cullman County Public	115,800
DeKalb County Public	13,124
Demopolis Public	97,272
Eufaula Public	154,400
Eva Public	2,895
Fairfield Public	154,400
Florence-Lauderdale Public (Muscle Shoals Regional)	154,400
Gadsden-Etowah County	154,400
Gulf Shores Public	115,800
H. Grady Bradshaw (LaFayette Pilot Public)	38,600
Hamilton Public	77,200
Hollifield Memorial	154,400
Homewood	38,600
Horseshoe Bend Regional	82,015
Hueytown Public	67,164
Huntsville-Madison County	154,400
Irondale Public	154,400
Jacksonville Public	15,400
Lineville Public	14,475
Marbury Community Library (Autauga-Prattville)	5,558
Montgomery City-County	154,400
Mildred B. Harrison	154,400
Oxford Public	3,010
Public Library of Anniston-Calhoun County	84,920
Rainsville Public	27,444
Saraland Public (Mobile Public)	154,400
Sheffield Public	75,270
Smithfield Public (Birmingham Public)	152,224
Sumiton Public	27,020
Trussville Public	77,200

Library Services and Construction Act Funds

Library	Title I Amount
Alabama Institute for the Deaf and Blind	
Subregional Library for BPH	10,000
Autauga-Prattville Public	
Service to Children	6,000
'Self-Help Program'	6,000
Baldwin County Library System	
Delivery van	8,000
Books-by-Mail	2,000
Information Program on Abuse, Stress and Suicide	6,000
Birmingham-Jefferson County	
CLSI Installation - eight libraries	35,500
Literacy Program	2,000
RILL	11,063
Service to the Elderly	17,700
Service to Young Adults	12,000
Foreign Language Program	5,000
Service to Correctional Institution	10,000
Major Urban Resource Library	18,051
Carl Elliott Regional	
RILL	11,063

Library Development

Library	Title I Amount
Books-by-Mail - 2nd year	5,000
Public Relations	5,000
Cheaha Regional	
Distict-wide Interlibrary Loan	1,600
RILL	11,063
Choctawhatchee Regional	
COM Catalog	7,788
RILL	11,063
Cross Trails Regional	
Books-by-Mail - 2nd year	7,000
RILL	11,063
Service to the Elderly	5,000
Cullman County Public	
New Deposit Stations	7,000
Escambia County Cooperative	
Services to Children - 2nd year	2,500
Service to Correctional Institution	1,875
Fayette County Memorial	
Public Relations - Media	5,000
Gadsden-Etowah County Public	
Service to Aging	7,500
H. Grady Bradshaw - Chambers County	
Books-by-Mail - 2nd year	5,000
Service to the Unserved - LaFayette 3rd year	1,000
Horseshoe Bend Regional	
RILL	11,063
Service to Disadvantaged Groups	10,450
Service to Correctional Institutions	3,000
Houston-Love Memorial	
'Let's Talk About It'	12,500
Service to Children	8,750
Adult Literacy	11,250

Library	Title I Amount
Huntsville-Madison County	
Service to Handicapped Children	3,000
Foreign Language Resource Center	12,500
Service to Aging	3,200
Major Urban Resource Library	9,268
Macon County-Tuskegee Public	
Rural Library Development Services	12,950
Service to Young Adults	4,000
Computer Literacy	1,000
Marengo Library System	
Books-by-Mail	10,000
Marshall County Cooperative Library	
Mail Book Services	5,000
Mobile Public	
Service to Elderly	15,000
Literacy Program	2,000
Newspaper Indexing	12,804
Film Service to Inner-city Disadvantaged	8,000
Service to Searcy Hospital	12,500
Major Urban Resource Library	13,038
Montgomery City-County Public	
Service to Disadvantaged, 2nd Year	6,750
Service to Aging, 2nd Year	5,000
Major Urban Resource Library	11,625
Muscle Shoals Regional	
Aging-Outreach - 3rd year	2,671
Books-by-Mail	6,800
Northwest Regional	
Service to Elderly	3,000
Service to Correctional Institution	1,000
Pickens County Cooperative	
Services to Young Adults	16,000

Library Development

Library	Title I Amount
Regional Library for the Blind and Physically Handicapped	
Statewide Service	32,500
St. Clair County Library	
Retrospective Conversion/Inventory Control	4,000
Shelby County Library	
Countywide Borrowers' Card - 2nd year	3,425
Retrospective Conversion - 2nd year	5,450
Service to Handicapped	3,000
Service to Elderly	15,000
Sumter County Library System	
Service to Vocational Centers	3,000
Service to Jail Inmates	3,000
Tuscaloosa Public	
Service to Elderly	7,000
Services to the Deaf	1,000
Service to Bryce Hospital	1,000
Wheeler Basin Regional	
Video Cassette Pilot	3,200
Computer Literacy	2,891
Microfiche Reference Project	3,000
Children's Programming	10,000
RILL	11,063

Title II

Library	Amount
Brewton Public (Escambia County)	75,000
Fairhope Public (Baldwin County)	40,000
Helena Public (Shelby County)	75,000
Montgomery City-County	51,405
Troy Public (Choctawhatchee Regional)	75,000
Wetumpka Public	36,950
Wheeler Basin Regional	10,000

Title III

Library	Amount
Alabama Library Exchange	
Multitype Library System, 6th year	59,793
North Alabama Union List of Serials	24,200
Birmingham-Jefferson County Public Library	
Resource Center	50,000
Houston-Love Memorial Library	
Multitype Library System	37,000
Library Management Network, Inc.	
LMN Database Upgrade to MARC Records	25,000
Muscle Shoals Regional Library	
Automation:LMN Membership, 2nd year	43,500

Scholarships

APLS awarded one fulltime and four parttime academic scholarships to individuals for study toward an MLS degree:

Laurie K. Moore
Emily C. Roe
Angela M. Fisher
Linda Floyd
Dennis Nichols

Library Development

Networking Activities

The most significant networking activities were:

1. Continuation of planning and development of the Southeast Alabama Multitype System, a multitype library cooperative system for enabling resource sharing among libraries of all types in a 15-county area of Southeast and South Central Alabama.

2. Development of the Net Lending Reimbursement Project to replace the resource library concept. The concept of net-lender reimbursement is based on the assumption that several libraries throughout the state are net lenders and that by reimbursing lending libraries for their net loans the reimbursement follows the actual lending pattern. Therefore, the users establish the 'resource' libraries rather than the State Agency.

3. Planning for the extension of the North Alabama Union List of Serials to a statewide union list. The North Alabama Union List of Serials has grown beyond listing the holdings of the libraries of North Alabama.

4. Monitoring the RILL program. The Reference and Interlibrary Loan program has been in existence since 1980. Personnel grants have been given to multi-county regional libraries to hire individuals with master's degrees in library science to train community librarians in reference and collection development and to facilitate interlibrary loans.

5. Development of the Networking and Resource Sharing section of the Long Range Plan. The subcommittees on networking and resource sharing combined to form one committee with shared concerns and interest. From the testimony given at the public hearings and from other input, the subcommitee developed a plan for the directions the state agency can take to enhance resource sharing and cooperation.

6. Providing consultation to ALEX, the multitype library system in Northeast Alabama, as needed. ALEX has been in operation in Northeast Alabama since 1981. It has proved to be a very successful multitype library system, providing services of common need to its members. Very little consultation has been needed by the system for day-to-day operations. Consultation has been mainly in the areas of compliance with federal regulations and in seeking permanent support for system activities.

Operations

Fiscal 1986 was the first year APLS functioned as a partial depository for federal documents. A new service area bringing together documents in both hard copy and microform formats was established for walk-in document users.

The addition of federal documents to the existing resources of the division enabled the Reference Department to continue to provide superior reference and interlibrary loan services to Alabama's public libraries, other libraries and state employees. Requests for specific titles increased by 13 percent in 1986. More than 82 percent of the requests received could be filled from the APLS collection with materials being sent out in less than 48 hours after receipt of the request. Reference staff continued to answer questions with computer searches of online bibliographic retrieval databases on DIALOG and BRS. When necessary to request library materials not available in-house, APLS staff accessed the holdings of more than 5,000 libraries throughout the nation via the OCLC computer network. In-house resources were enhanced further by the acquisition of the *Business Collection* which includes microfilm coverage of more than 500 national, regional and local business periodicals.

COPIC, the awareness service that alerts legislators and state employees to articles in current periodicals, was better utilized with an increase of 27 percent in the volume of materials disseminated. The number of COPIC users increased by six percent in 1986.

Staff in technical services dealt with the influx of government documents, increased the number of titles ordered by 32 percent, and increased the number of titles cataloged by eight percent. In addition, cataloging staff maintained and updated the ALICAT and MICROCAT databases to help ensure their maximum effectiveness for use by libraries throughout the state. ALICAT, the state union catalog, grew to 1,570,169 titles in 3,147,540 locations with holdings of 92 libraries included. MICROCAT, the microfiche catalog of the APLS collection, grew from 86,882 titles to 97,512 titles. Copies of MICROCAT are distributed to regional public libraries and requesting departments of state government.

To provide for faster availability of new materials in the APLS collection, as well as a decrease in staff time, an OCLC/CLSI interface was installed in conjunction with the upgrade of the Montgomery City-County host system. This allowed for the materials cataloged on OCLC to be immediately loaded into the CLSI system and eliminated the the purchasing of magnetic tapes, conversion tapes and subsequent loading to the CLSI system. Additional terminals were added to the CLSI system to support the Documents area. In order to begin using the increased capabilities of the OCLC for cataloging and interlibrary loan, one of the OCLC Model 105 terminals was replaced with a micro-based M300 workstation. This was also necessary in order to prepare for the implementation of the OCLC Oxford project.

The Audiovisual Department was moved into Library Operations where its staff continues to circulate 16mm films to libraries throughout the state as well as to state agencies. In FY 86, items in the APLS collection of 4,207 films were circulated 24,403 times with 46,314 showings viewed by a reported audience of 1,718,262 Alabamians. To supplement the second edition of the agency film catalog, a listing of newly acquired films was mailed to the public libraries in the state.

Regional Library For The Blind and Physically Handicapped

The Regional Library is the focal point in Alabama for library services to the blind, visually handicapped, physically handicapped, deaf and non-speaking persons. This specialized area of library service requires custom-designed facilities, trained staff and unique equipment. Alabama's Regional Library for the Blind and Physically Handicapped encompasses these three essential components.

The Collection

By the end of fiscal 1986, Alabama Regional's collection contained 9,634 titles in recorded discs, 11,564 titles in recorded cassettes, 5,607 titles in braille, and 192 titles in volunteer-produced tapes. Also, in accordance with NLS guidelines, more than 1,500 damaged and outdated recorded discs were pulled from the collection to provide growth space for new acquisitions.

Alabama Regional continued as the national distributor of the publications *Music City News, Grand National Illustrated, Grand National Scene* and *Southern Partisan.* In addition, Regional continued to produce other publications of interest mainly to Alabama citizens.

Reader Services

Reader Advisors received 37 subject search questions during the year as interlibrary loan for patrons increased. Regional participated in a project with South Central Bell to aid and acquaint the blind with phone system operations and procedures in Alabama.

Also, Regional completed two mini-bibliographies based on its collection. 'Historical Romances' and 'Robert Penn Warren' are available on cassette and in braille.

Again this year, Regional participated in the statewide summer reading program. Cassette editions of the reading lists were available to patrons.

Reader Recruitment

Regional completed an extensive public relations campaign to introduce its services across the state. Opthamologists, nursing homes and rehabilitation teachers were contacted and presented with NLS and agency-produced printed materials. The campaign, assisted by the Radio Reading Service of Alabama, was successful and brought an influx of eligible certified readers to Regional.

Reader Population

Again this year, Regional boasted an increase of active readers. For 1986, Regional served 3,336 active readers, up from 3,167 in 1985. Statewide, including subregional operations with smaller collections, there were 4,831 active readers with 203 deposit sites served. Regional operated 147 of these deposit collections.

Reader Usage

Regional circulated nearly 150,000 titles during 1986, including 47,280 discs, 97,807 cassettes and 4,291 braille.

Volunteer Program

During 1986, 178 individuals performed volunteer services for Regional, including 47 new volunteers. The workers contributed 2,120 hours to the department.

Volunteer Coordinator Richard Grant and Audio-Duplication staff members hosted tours of Regional for nearly 600 individuals, including kindergarten through college-age students, business groups, civic clubs and other organizations.

Working Relationships

Alabama Regional continued to maintain strong, positive working relationships with many other organizations during the year, including the Department of Rehabilitation, Department of Human Services, and the Governor's Committee for Handicapped Services. Regional also worked with the state's Radio Reading Service, as well as the Alabama Council of the Blind and the National Federation of the Blind, Alabama Chapter.

Data Processing

Significant advances were made during the year in providing capabilities for automated support to the libraries throughout the state.

The *Plans and Recommendations for an Alabama Library Network* was completed and accepted. This document was prepared by RMG Consultants, Inc., a Chicago-based library automation consulting firm, and funded by the Alabama Public Library Service and the Network of Alabama Academic Libraries. This document addressed a broad range of issues relative to the automation of library functions, resource sharing, and networking of automated systems throughout the state and provides the basis for future development of automated library systems.

To begin implementation of the RMG recommendation for providing access and automated support to smaller libraries from host systems throughout the state, the Alabama Public Library Service helped to fund major upgrades of the CLSI systems in the Birmingham-Jefferson County Public Library and the Montgomery City-County Public Library. These upgrades were necessary to ensure the capacity to provide access to smaller libraries which want automated support of their library functions. Both of these installations are now operating with multiple processor systems.

The use of this increased capability was immediate, allowing additional libraries and branches supported by the Birmingham system to begin automation. The Birmingham service area was also expanded to include libraries in Shelby County. The Houston-Love Memorial Library in Dothan began automataed circulation functions by joining the Montgomery-based system.

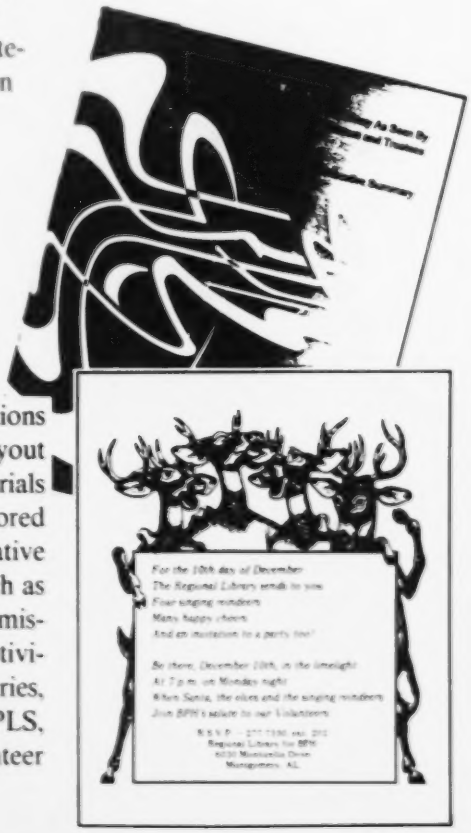
Increased capacity and terminals were added to the APLS in-house Honeywell system to support the increasing automation of our administrative functions. Terminals for word processing, electronic spreadsheets and records processing were installed for use by the consultant staff.

Public Relations

The Public Relations Division of the Alabama Public Library Service functions as the communications office for state library programs, projects and related activities. This division has the responsibility for producing camera-ready copy for publications as well as producing promotional materials as needed by the other APLS divisions.

Production in the division was streamlined during this fiscal year with the purchase of photo-typesetting equipment. Paid for jointly by APLS and Friends of Alabama Libraries, Inc. (FOAL), the new equipment increased the in-house production capability for camera-ready items and thus, decreased the time and money spent for outside materials.

The scheduled publications include the agency's official news letter ***COTTONBOLL*** which is produced bi-monthly; ***WhAT'S LINE***, the newsletter of the Regional Library for the Blind and Physically Handicapped, produced quarterly; the APLS Annual Report; the ***Acquisitions List***, produced monthly; and the Summer Reading Program materials which are produced on an annual basis.



The production of other publications includes the design, typesetting, layout and paste-up of promotional materials for workshops and seminars sponsored by or conducted by APLS, cooperative projects with other agencies (such as the APLS/Adult Education/Commission on Aging literacy project), activities of Friends of Alabama Libraries, Inc., reports commissioned by APLS, and materials for the annual volunteer appreciation festivities.

Public Relations

GAME PLAN
PROMOTIONS
Alabama Public Library Service will sponsor six "How-To" Workshops around the state this Fall to help you promote your library and its services more effectively to patrons, funding sources and the community. A variety of topics will be discussed with emphasis on the development of a PR campaign for your library.
We'll provide non-repro pencils, audio tapes & camera-ready clip art!
Game winning brochure layouts! How to use photographs, clip art & press type. Cost of photo & brochure production!
Get the playbook on cameras, film & photographic composition! Learn to write scripts & record with music!
Learn to produce audio public service spots!
Tackle a slide/tape presentation to flaunt your library services!

In addition to publication responsibilities for FY '85-'86, the Public Relations Division conducted a workshop in six locations which covered such topics as how to design brochures, use of graphics and press type and how to produce audio public service announcements, and the use of photographs in promotional materials. These afternoon workshops were conducted in conjunction with Regional Librarian Hulen E. Bivins' morning sessions dealing with cameras, film and photographic composition, script writing and recording music for slide/tape presentations.

Other activities included working with public library boards of trustees and assisting in organizing Friends of the Library groups throughout the state. Three new Friends groups were organized and incorporated. Several others became active again due to involvement in fundraising and promotional activities.

The Public Relations Division also worked with Friends of Alabama Libraries (FOAL) to produce invitations, programs and brochures for its Fun Golf Tournament and Legislative Breakfast.

Alabama Public Library Service

The State Library Agency

Staff

Blane K. Dessy, Director

Assistant Director ..... Fred D. Neighbors
Administrative Services ..... Andrew A. Anderer
Information Systems Manager ..... Donald C. Hart
Public Information Services ..... Patricia D. Warner

Library Development

Fred. D. Neighbors, Head

Children and Young Adult Services ..... Martha Philippoff
Networking ..... (vacant)
General Consulting ..... (vacant)
LSCA Coordinator ..... (vacant)

Library Operations

Alice G. Stephens, Head

Head, Information Services ..... Judy Shepard
  Government Documents Librarian ..... Hilda Dent
  Information Services Librarian ..... Jane Marks
  Information Services Librarian ..... Robyn Long
  Information Services Librarian ..... Katie Ray
Head, Technical Processing ..... Janet Hamilton
  Acquisitions Librarian ..... Mary Alice Fields
  Catalog Librarian ..... Ruth Evans
  Serials Librarian ..... Mary Alice Fields
Audiovisual Librarian ..... Ruby Cleveland

Regional Library for the Blind and Physically Handicapped

Hulen E. Bivins, Head

Assistant Head, BPH ..... Fara Zaleski
  Reader Advisor ..... Susan Clements
  Reader Advisor ..... Michael Coleman
  Volunteer Coordinator ..... Richard Grant